







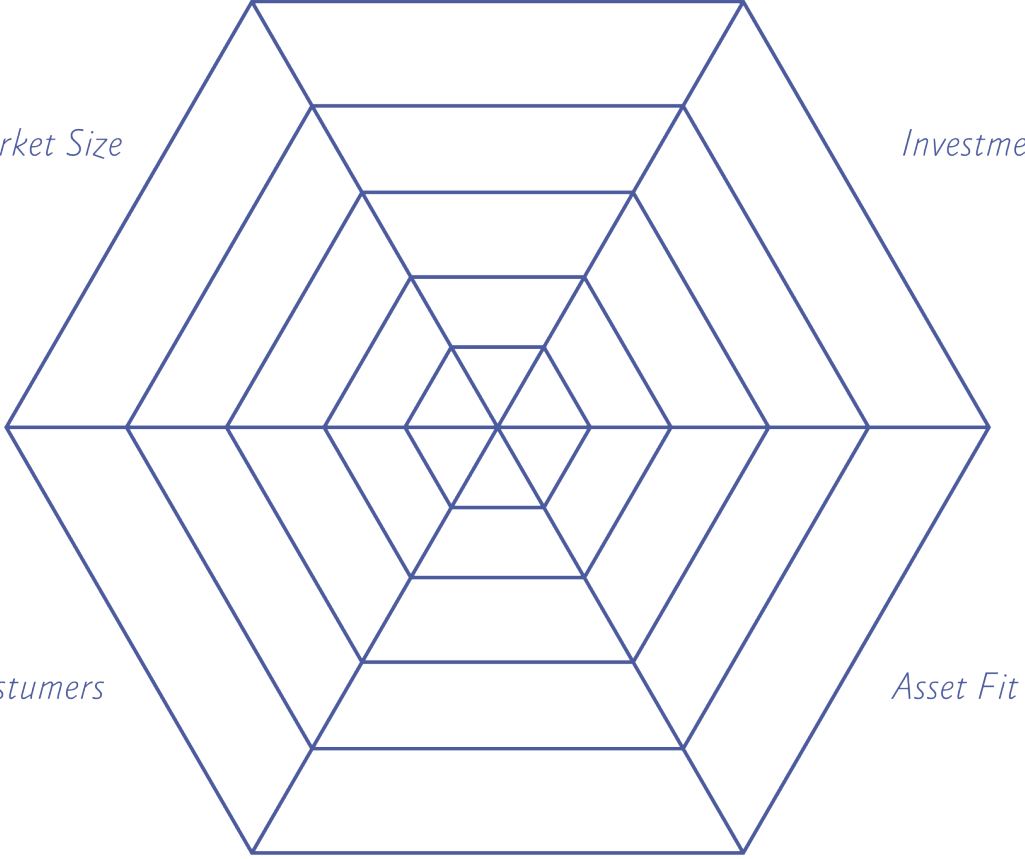




Jürgen Späth

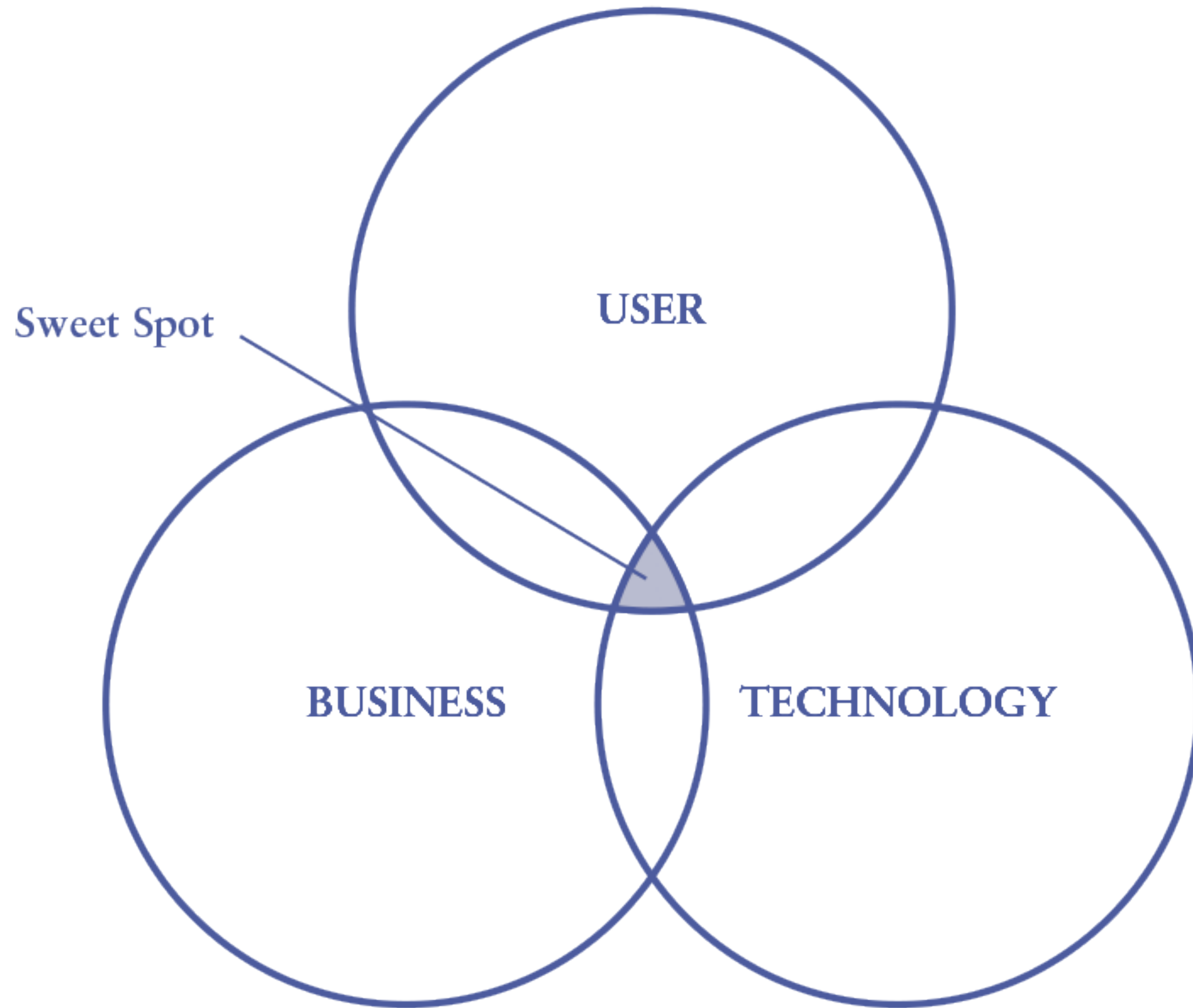


Evaluate Module

In the Evaluate Module, we test our ideas with our users by prototypes. In this way we answer the questions whether the idea actually solves the user problem.

<p> VALUE PROPOSITION SCORE</p> <p>0 ————— 10</p> <p><i>User is activated</i></p> <p>0 ————— 10</p> <p><i>User prefers prototype to similar product</i></p> <p>0 ————— 10</p> <p><i>User would buy it</i></p> <p>0 ————— 10</p> <p><i>User would recommend it</i></p>	<p> PRICE POINT</p> <hr/> <p> USER EXPERIENCE</p> <p> ————— </p> <p><i>Emotion</i></p>
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<p> ASSESSMENT</p> 	<p> CHANNELS</p> <hr/> <p> UNFAIR ADVANTAGE</p> <hr/> <p> KPI</p> <hr/> <p> REVENUE STREAM</p>
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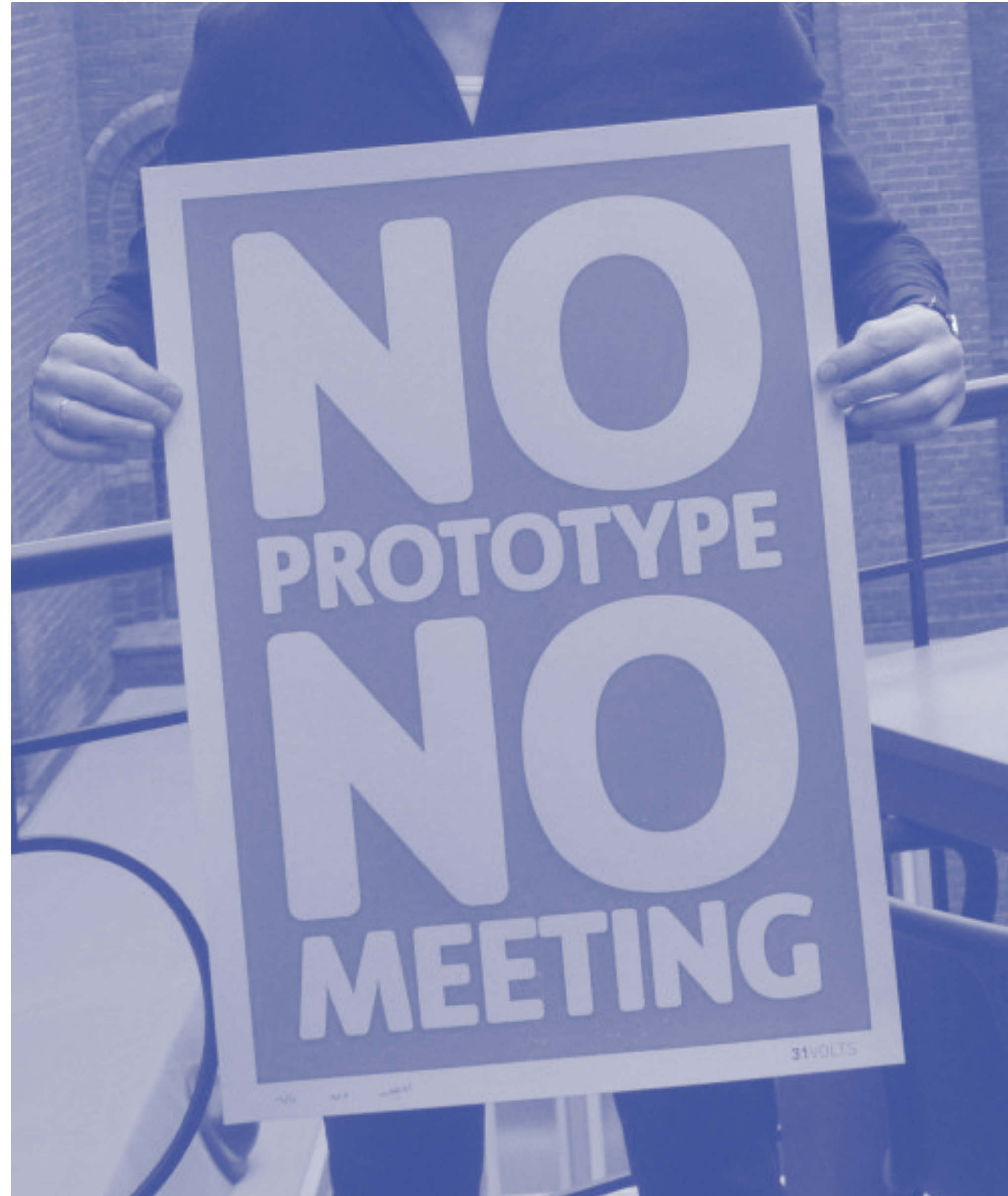
Focus on

Wireframes

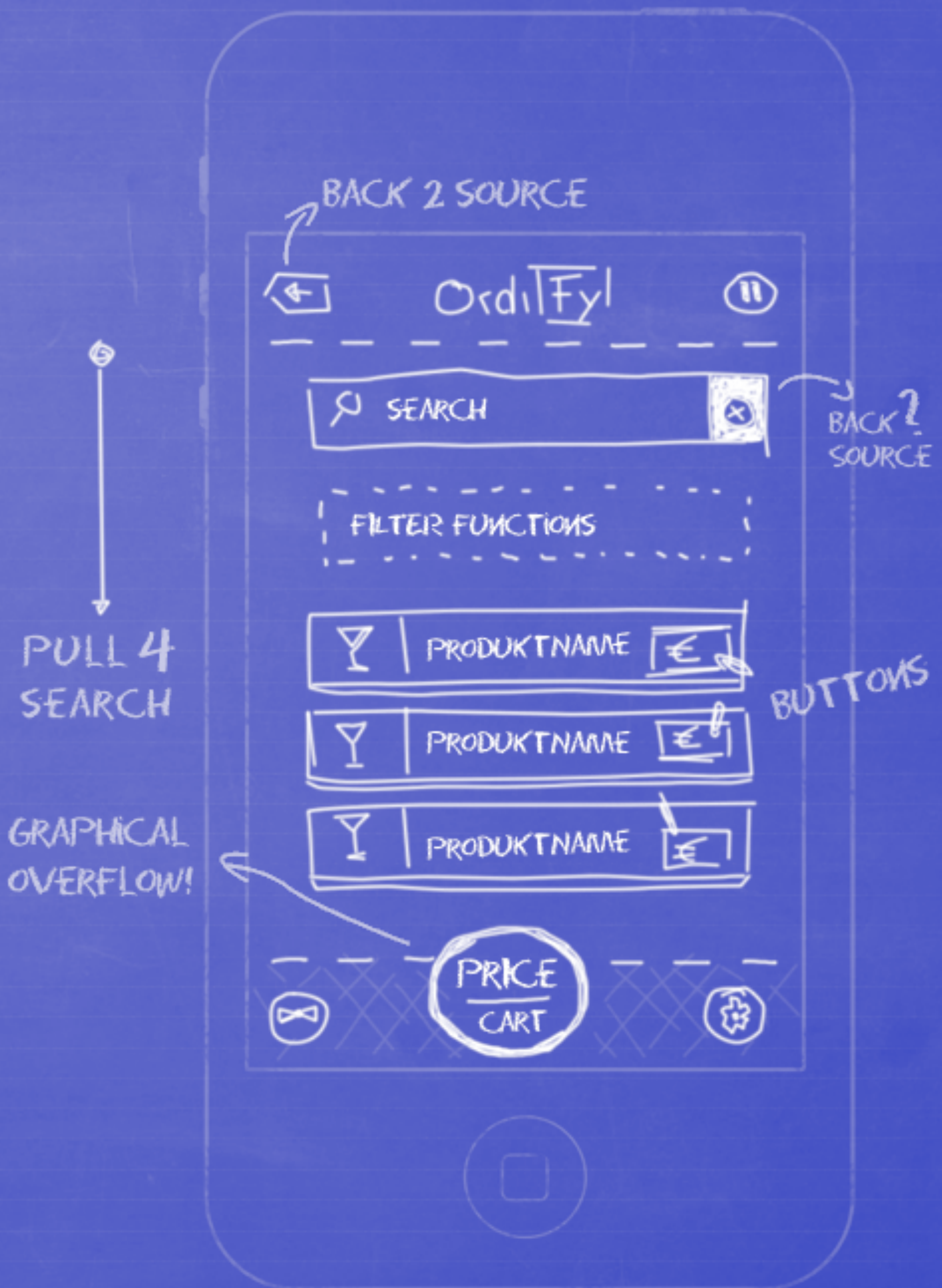
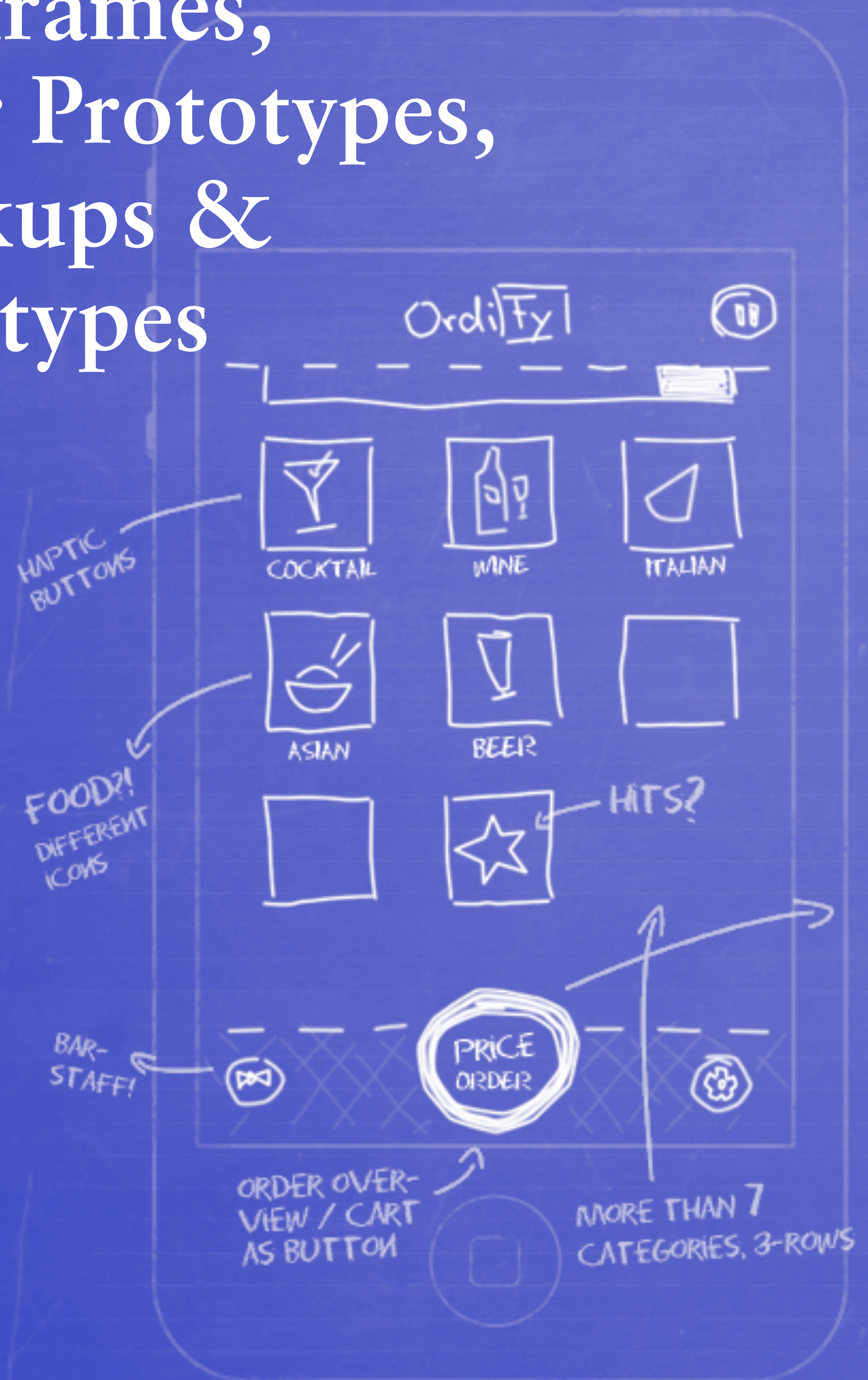
Appearance Prototype

Testing

No Prototype No Meeting



Wireframes, Paper Prototypes, Mockups & Prototypes



Wireframe

Wireframes are the foundation of the design that everything else is built upon.

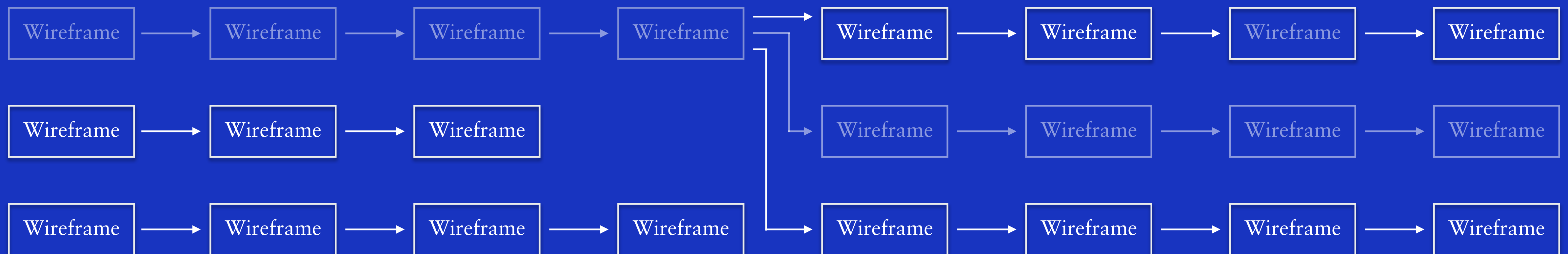
They are black and white depictions that rely heavily on grey boxes and text to represent what a product will look like.

They are low fidelity and quick to create and are often used in brainstorming sessions. Creation can be done using paper and pencil, a whiteboard, or in a product management tool.

The term „Wireframe“ is mainly used in Web design. It refers to the arrangement of packets of information on a screen. When we put several wireframes one after the other, we get a „Storyboard“.

The user flow leads us through several wireframes, including possible branches. Most branches are use cases of their own.

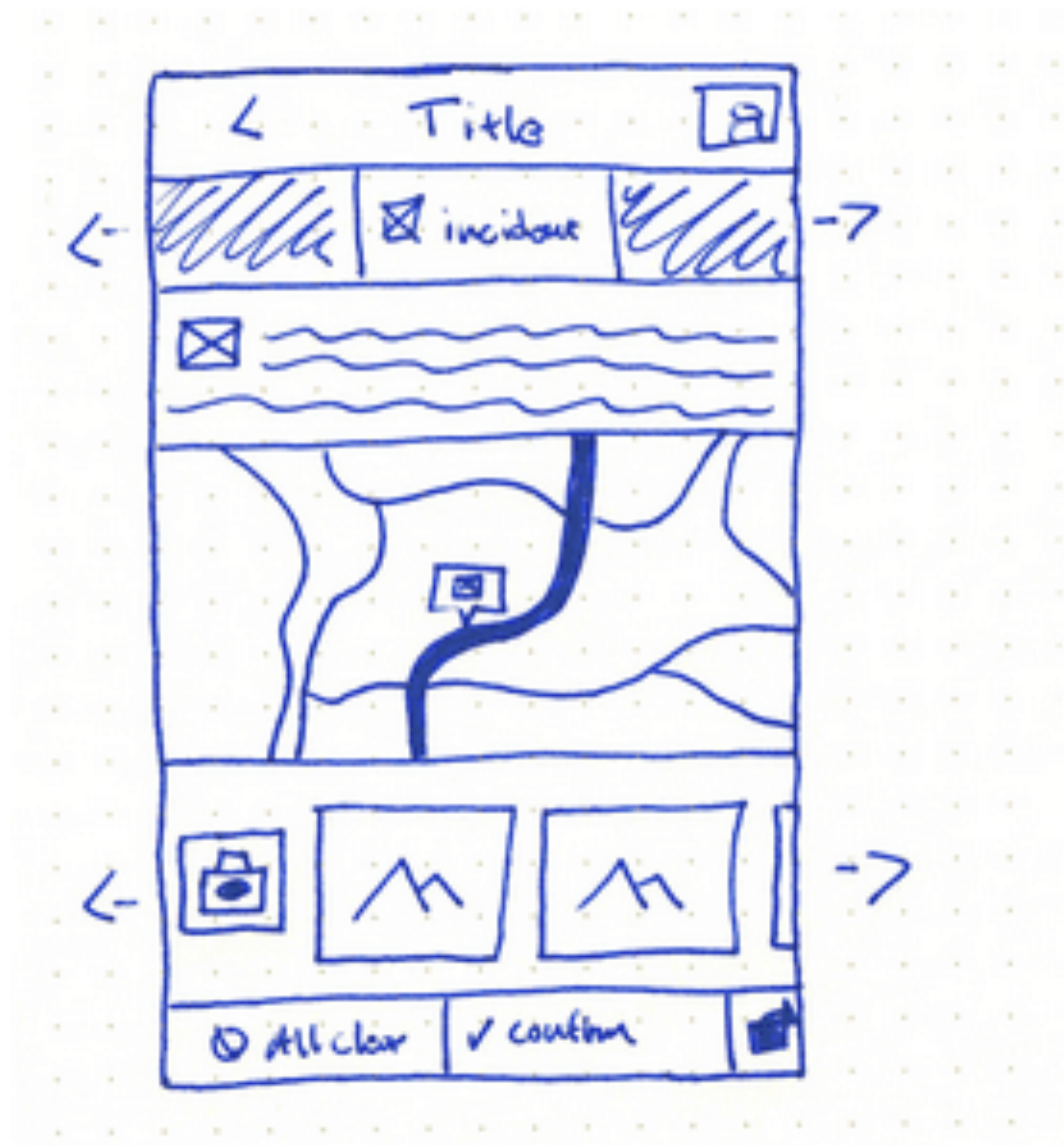
Storyboard / User Flow



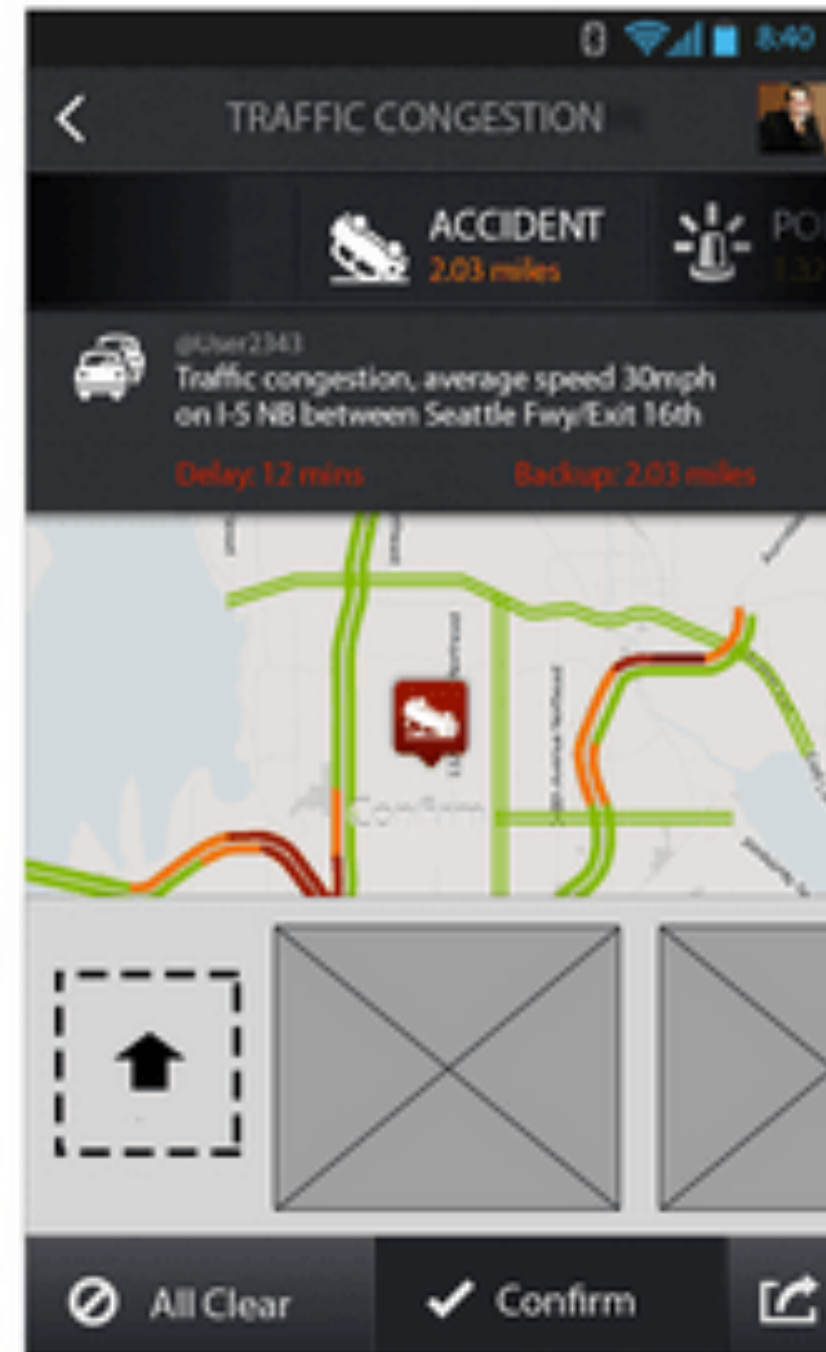
User Case

Pencil vs. Pixels

Sketch

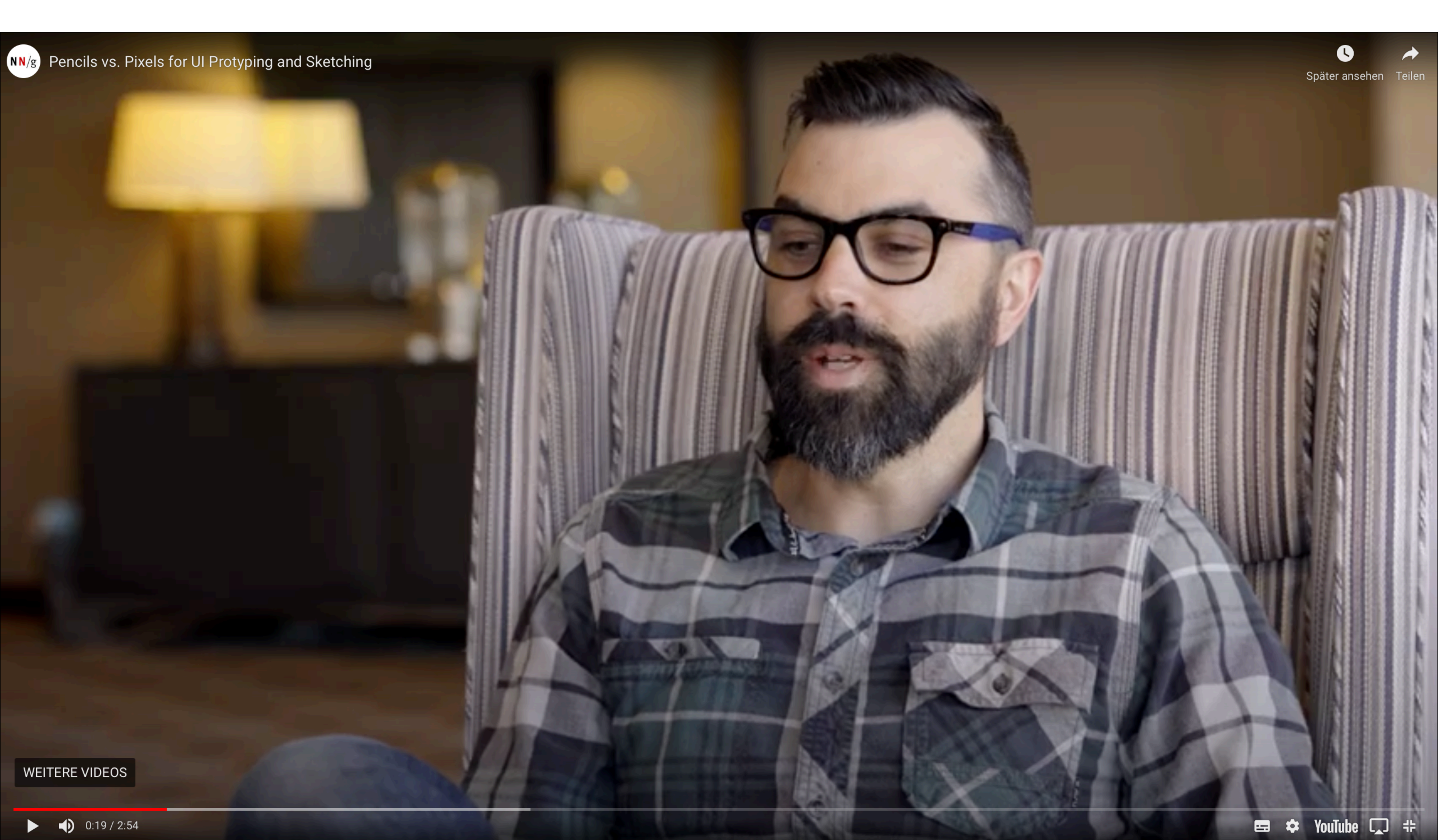


Low-Fi



Hi-Fi





WEITERE VIDEOS

0:19 / 2:54

YouTube

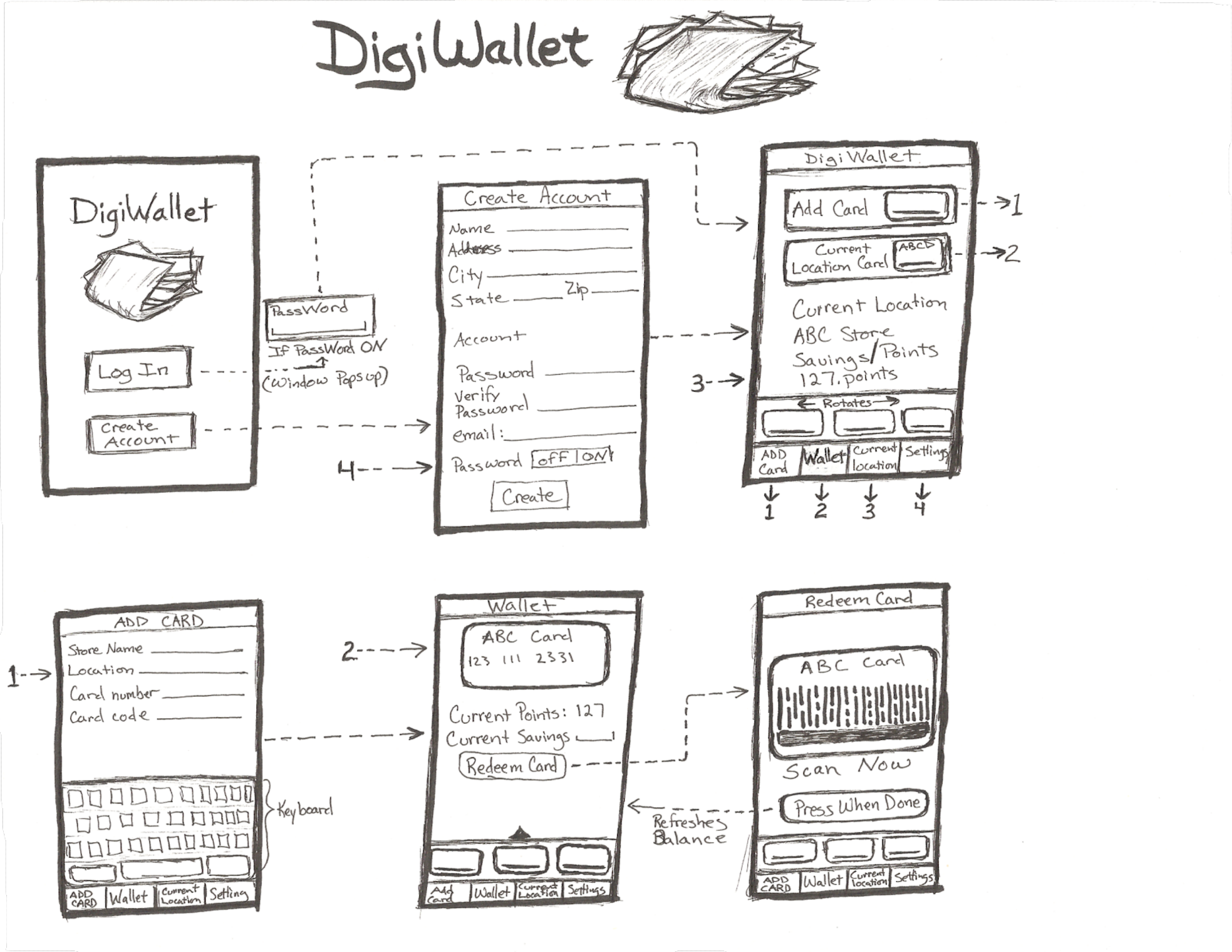
The first sketch

First you should make a rough sketch of your app idea.

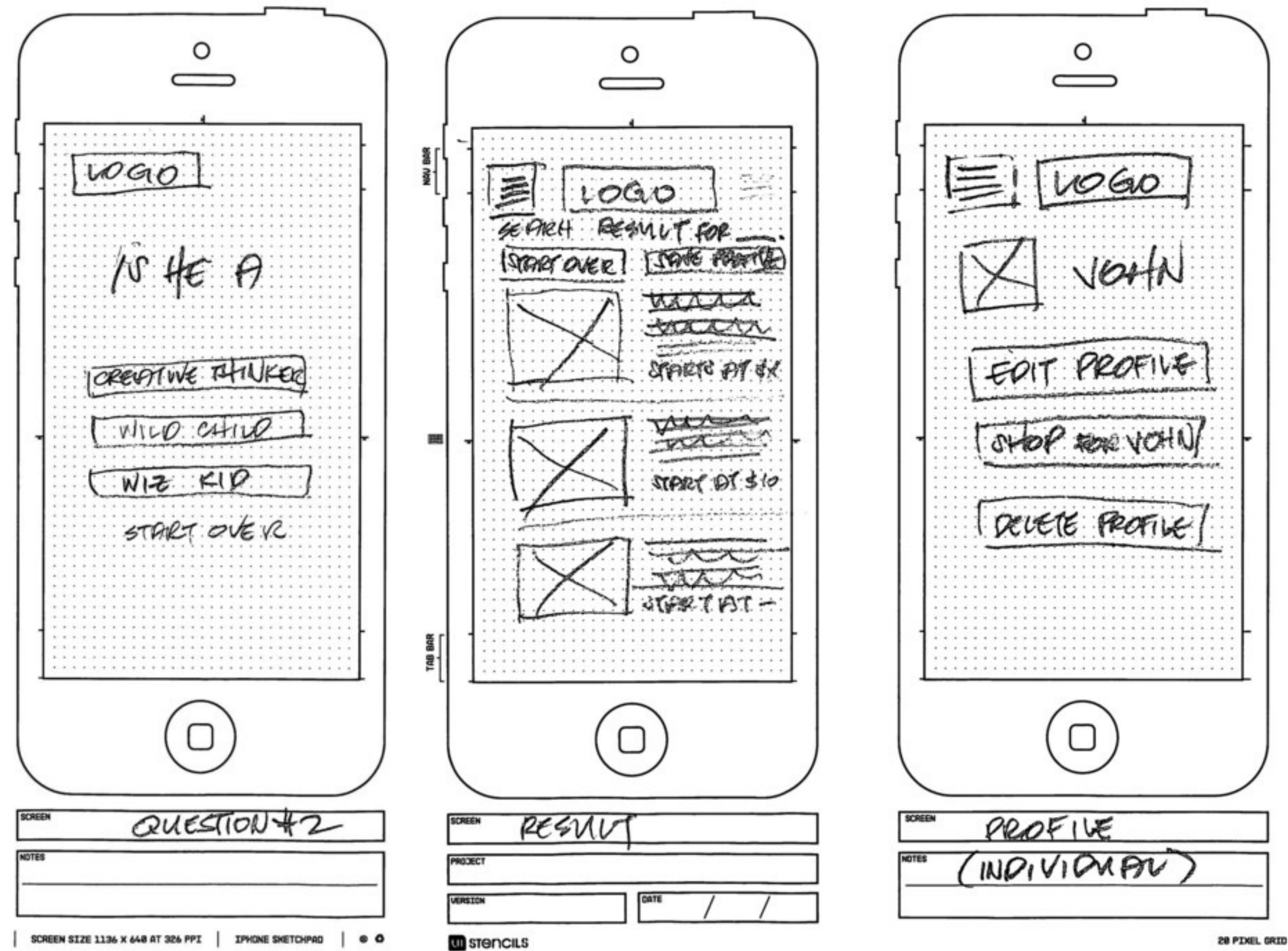
Do not draw too small or very concrete elements.

The first step is to get a rough idea of how your app is structured.

The first sketch



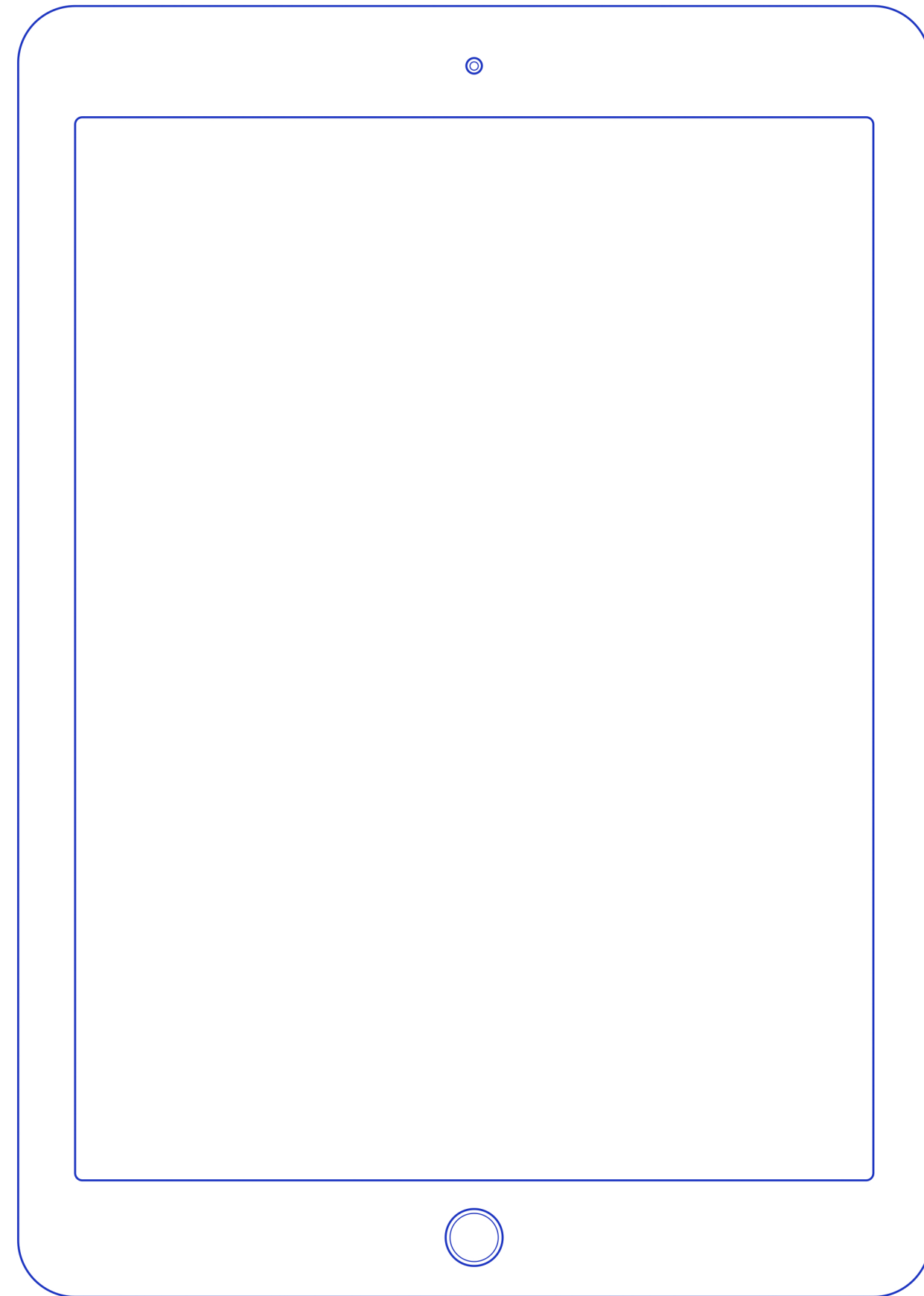
The first sketch



The first sketch

PROJECT NAME

DATE

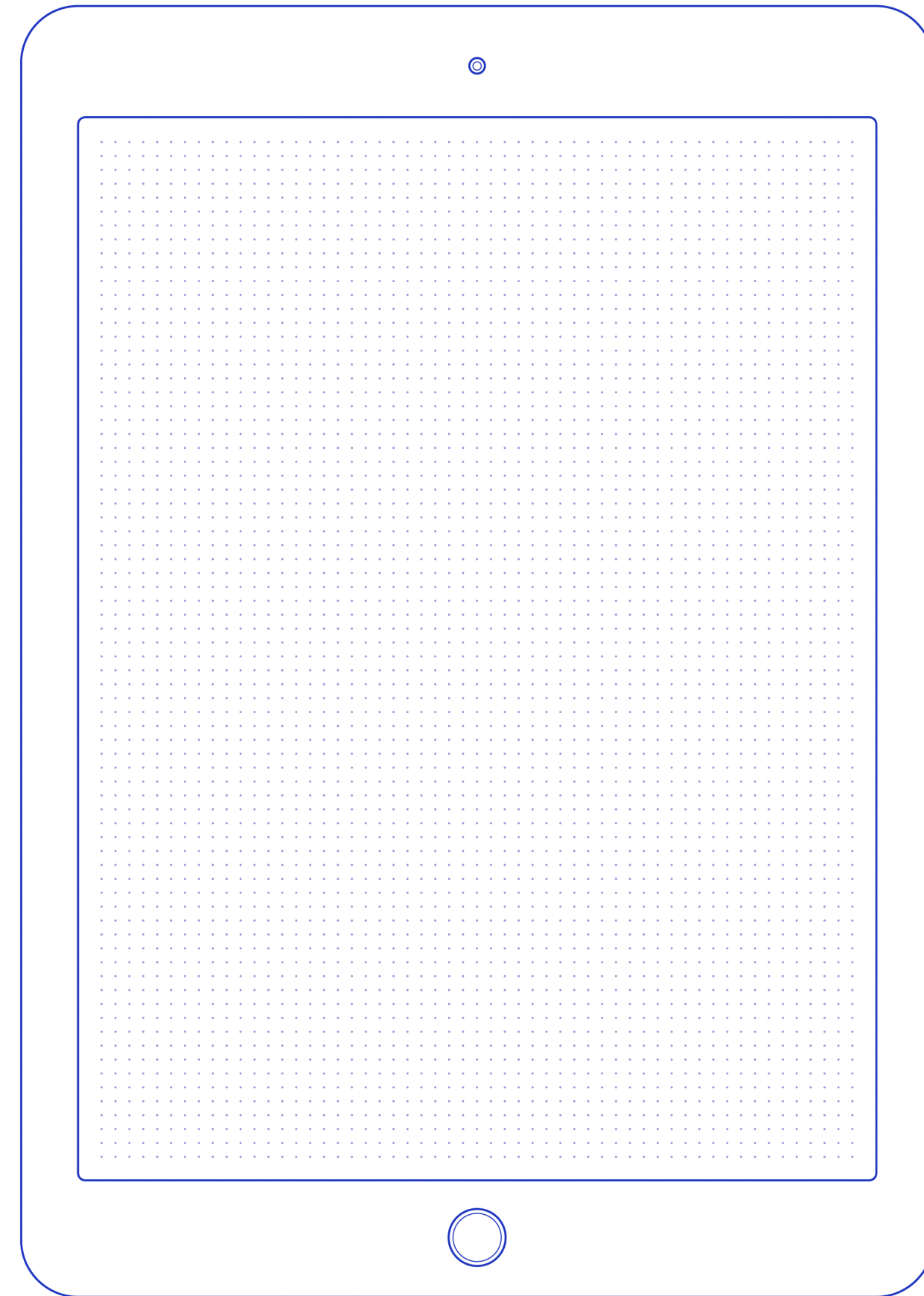


We believe your ideas are worth sketching. Sketchize © 2018

iPad

PROJECT NAME

DATE



We believe your ideas are worth sketching. Sketchize © 2018

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Sketch main screen

First sketch the screen that should appear after opening the app.

It is the central point of contact from which all other screens branch: settings, profile, etc.

The main screen is constantly expanded with content while working on secondary screens.

Sketch secondary screens

Sketch all necessary secondary screens.

For processes all screen situations are shown.

Try not to take the number of screens as a measure of the UX.

When mapping processes, you should try to shorten the paths that the user has to take if possible, but so that usability does not suffer.

Wireframe

A well-designed wireframe should provide information about the following contents:

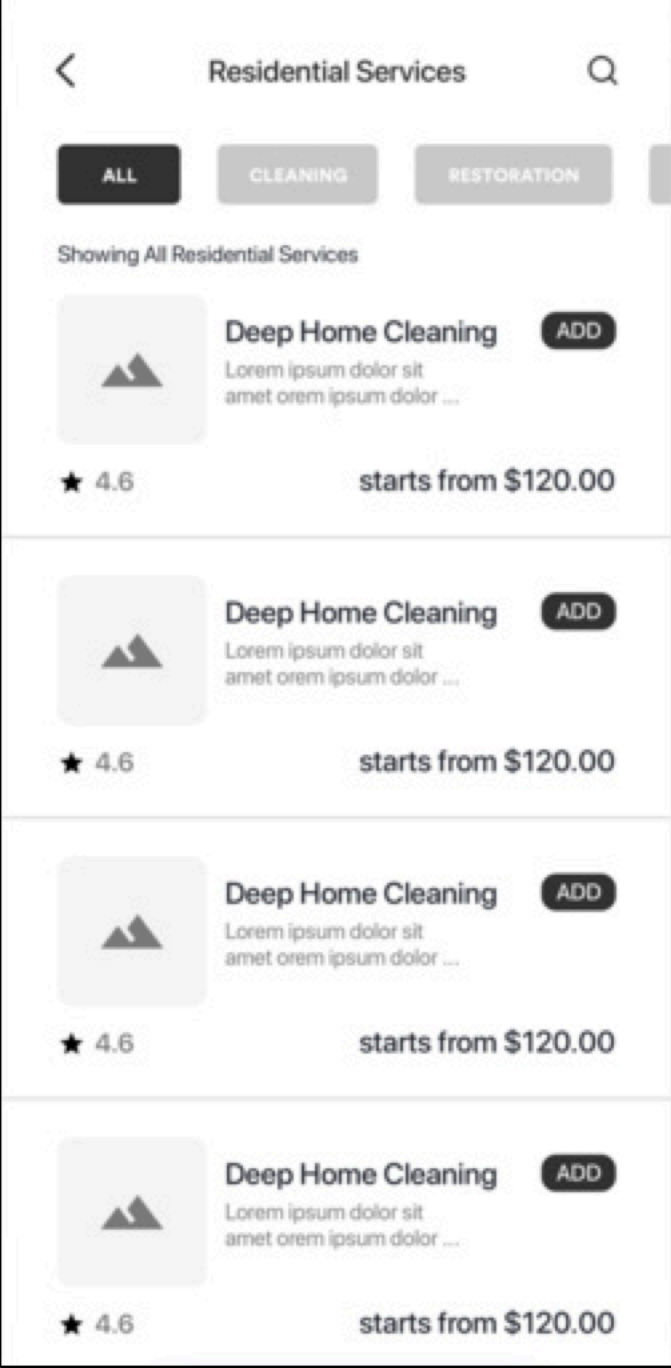
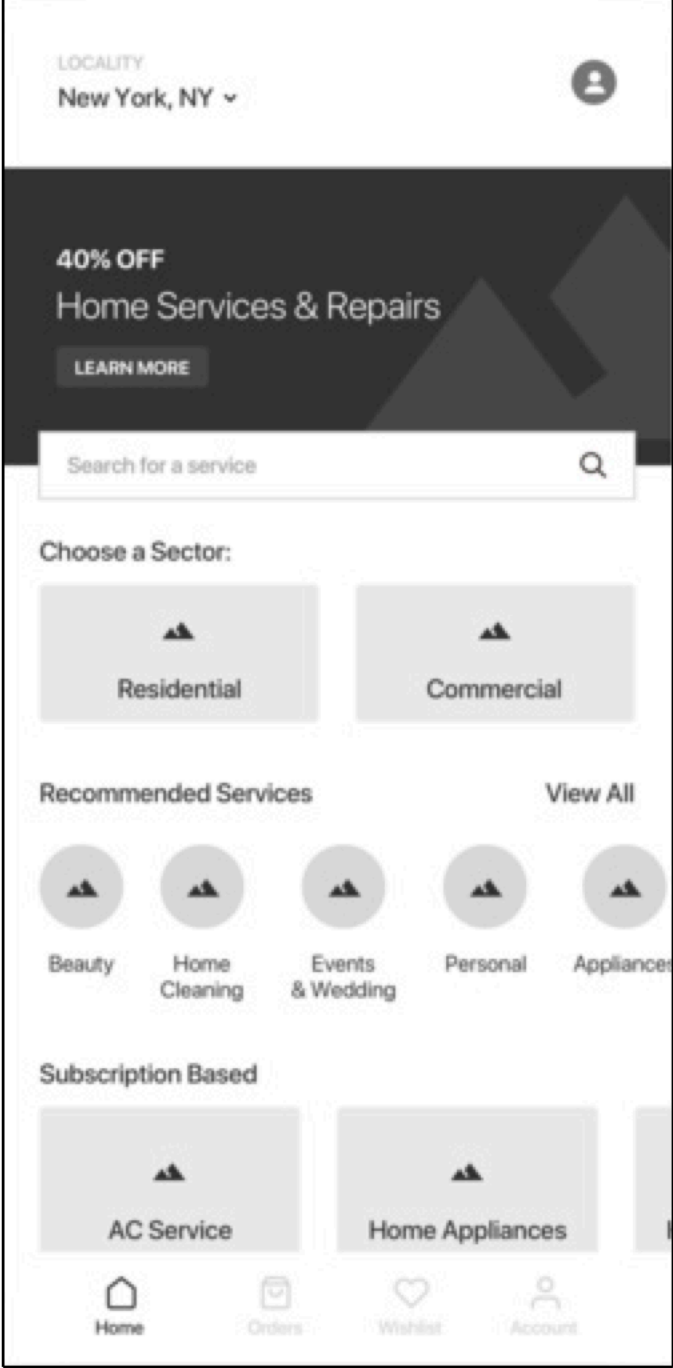
1. Structure: How do the individual screens relate to each other?
2. Content: What shows each screen?
3. Information structure: What is the underlying navigation structure? How the information is organized and presented?
4. Functionality: How does each screen work?
5. Behavior: How does the user interact with the screen? And how does this screen behave?

Wireframe

Wireframes are not representatives of visual design.

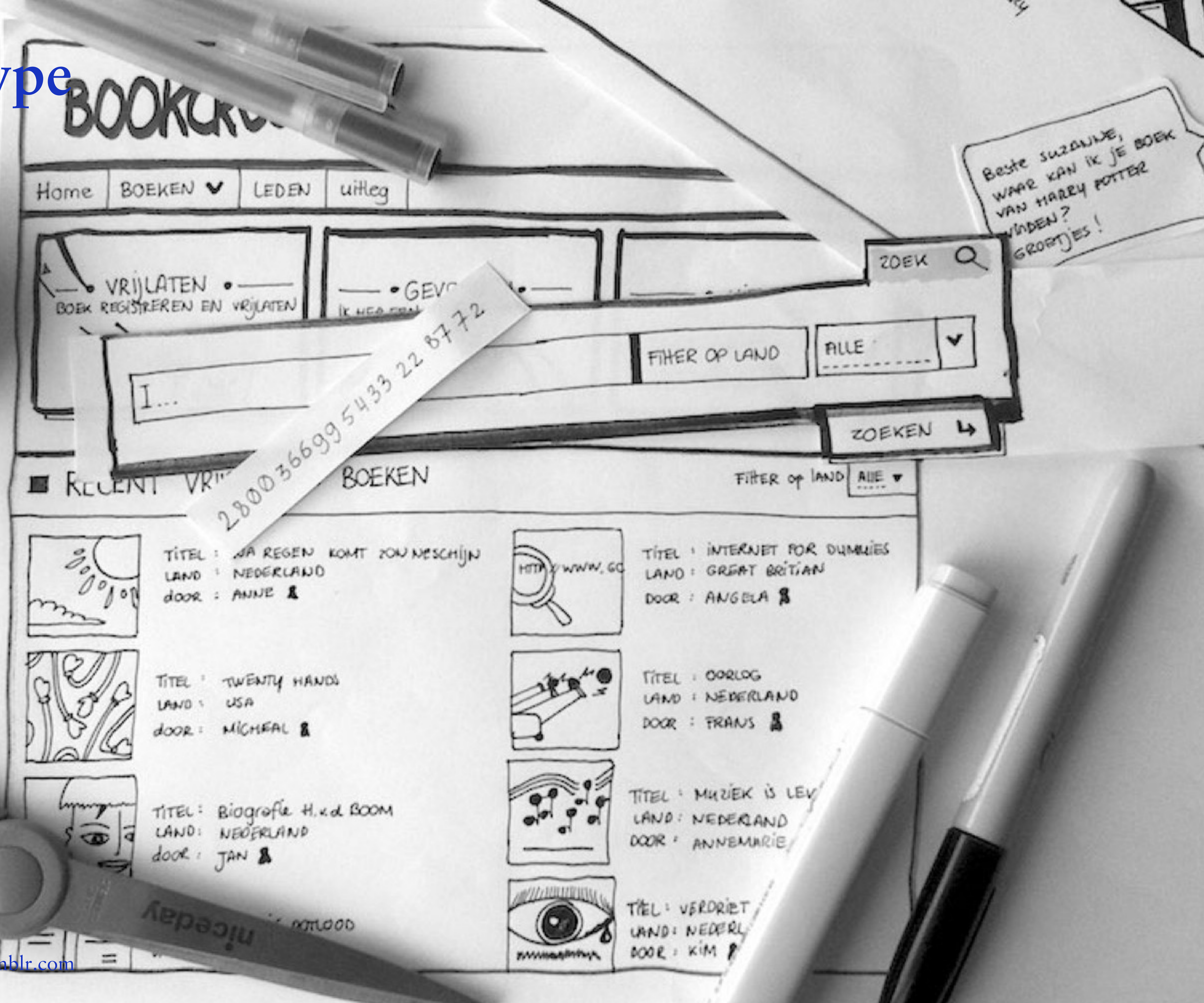
The wireframe is about finding out whether the functionality and the correct user guidance in the applications is guaranteed.

Wireframe

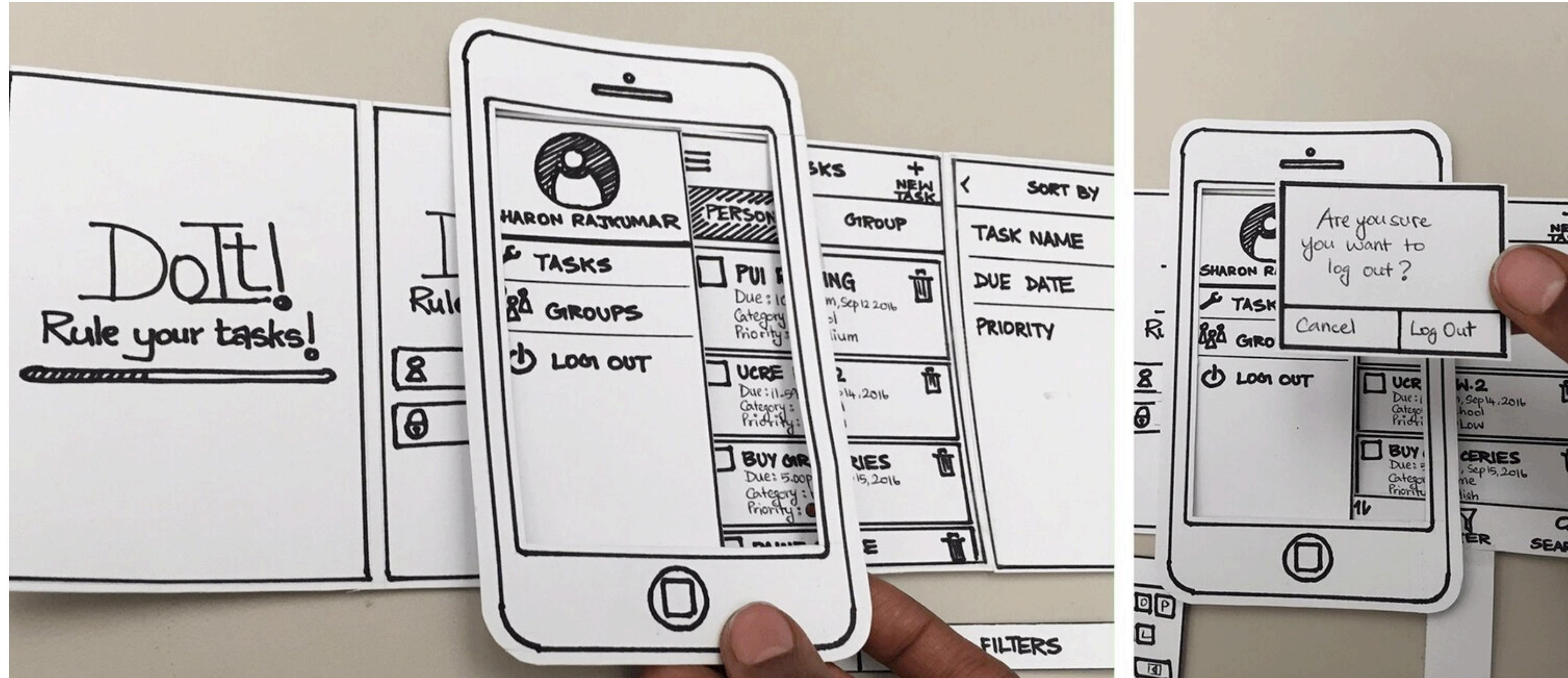


Paper Prototype

Paper Prototype



Paper Prototype





WEITERE VIDEOS

1:02 / 2:47

YouTube

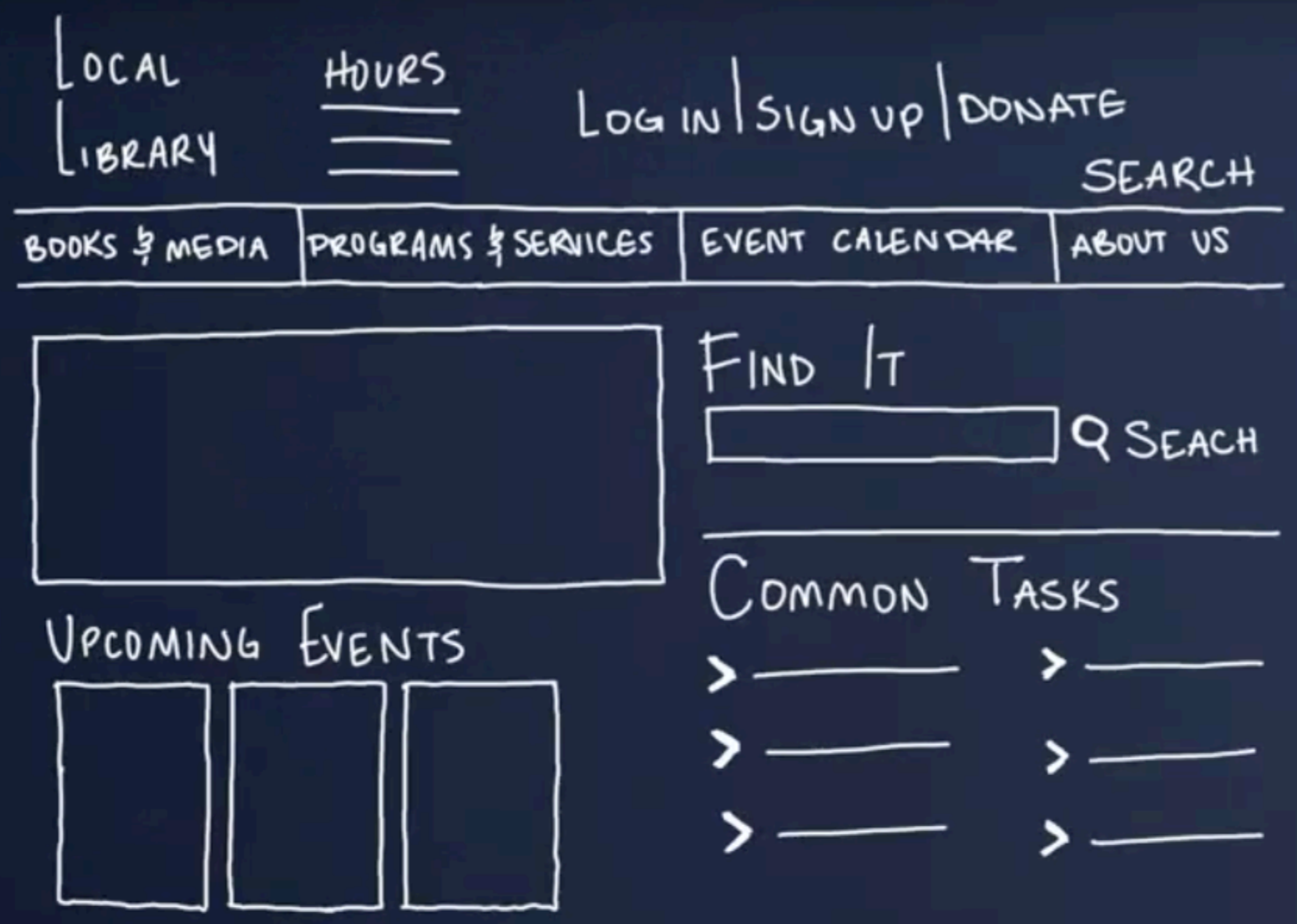
Mockup

Mockups elevate wireframes to the next level by adding design choices such as color schemes, fonts, icons, and navigation elements.

More than one mockup is usually created, providing decision-makers with multiple options to evaluate.

Actual content is often included to make the renderings more representative of the final product. More effort is required to create mockups and more skill as well.

Prototypes vs. Wireframes



WEITERE VIDEOS

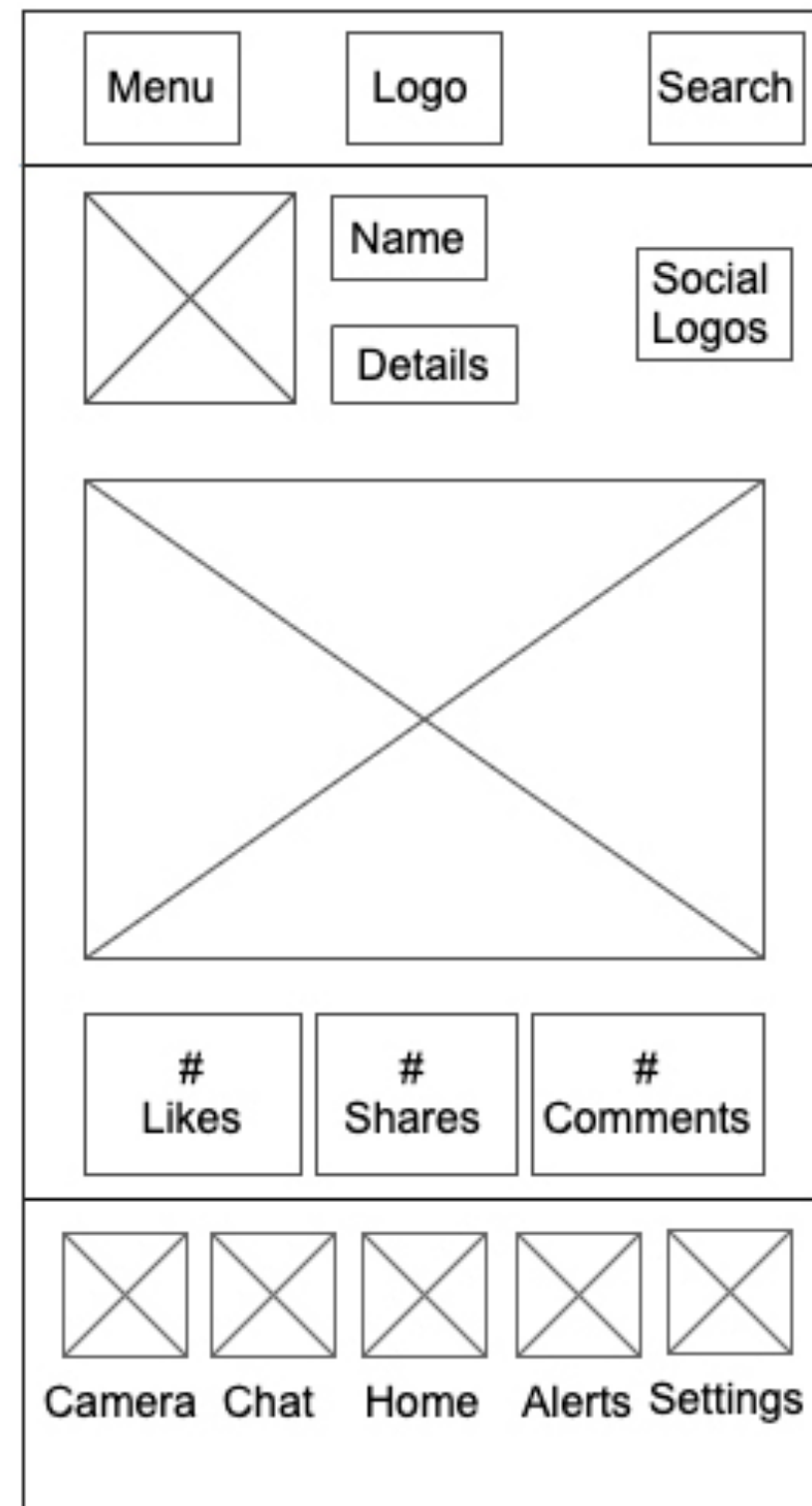
Prototype

Prototypes are developed when usability testing and user feedback sessions are needed.

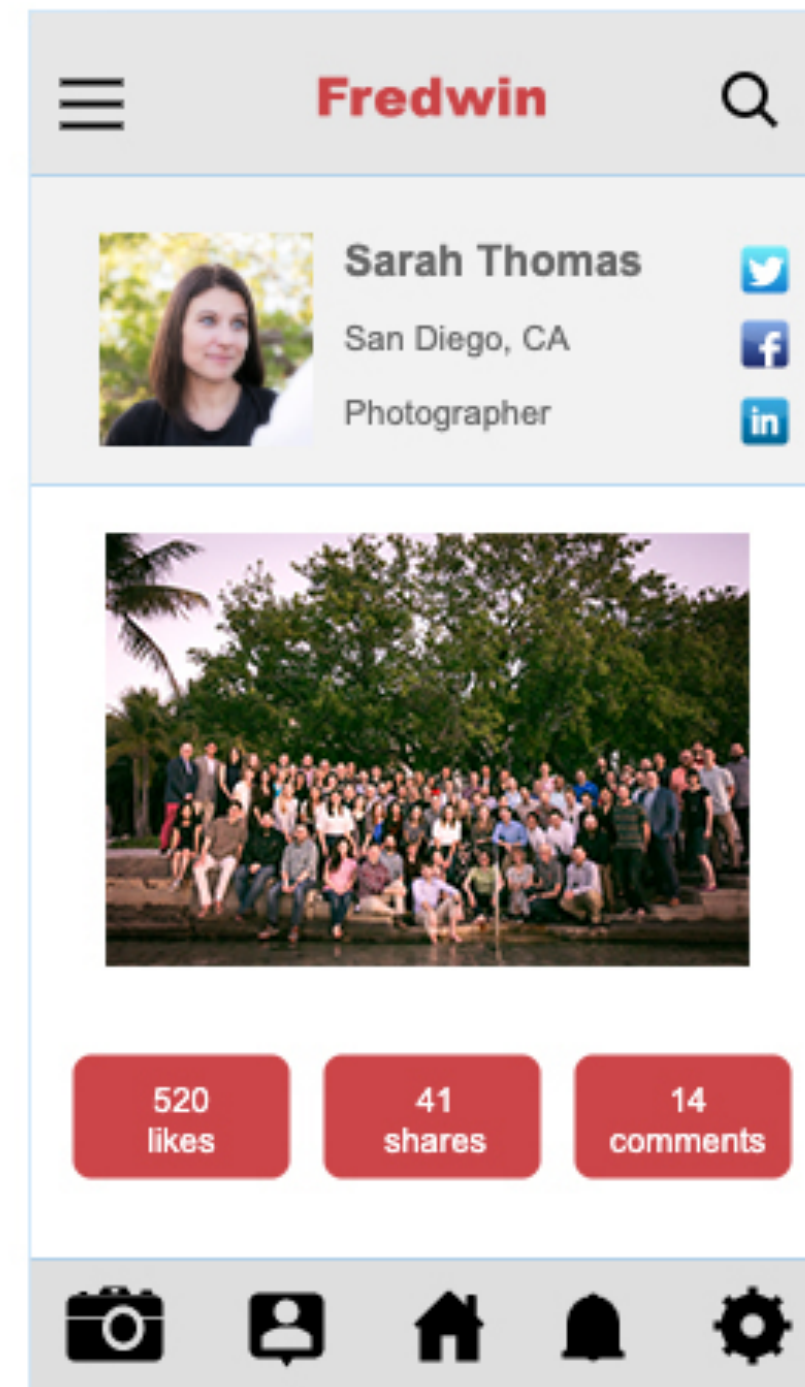
The prototype will look very similar to a mockup, but elements of interactivity will be added using UX tools like Figma, not actual code.

As such, the prototype will not be fully functional, but elements will be interactive enough for core concepts to be validated.

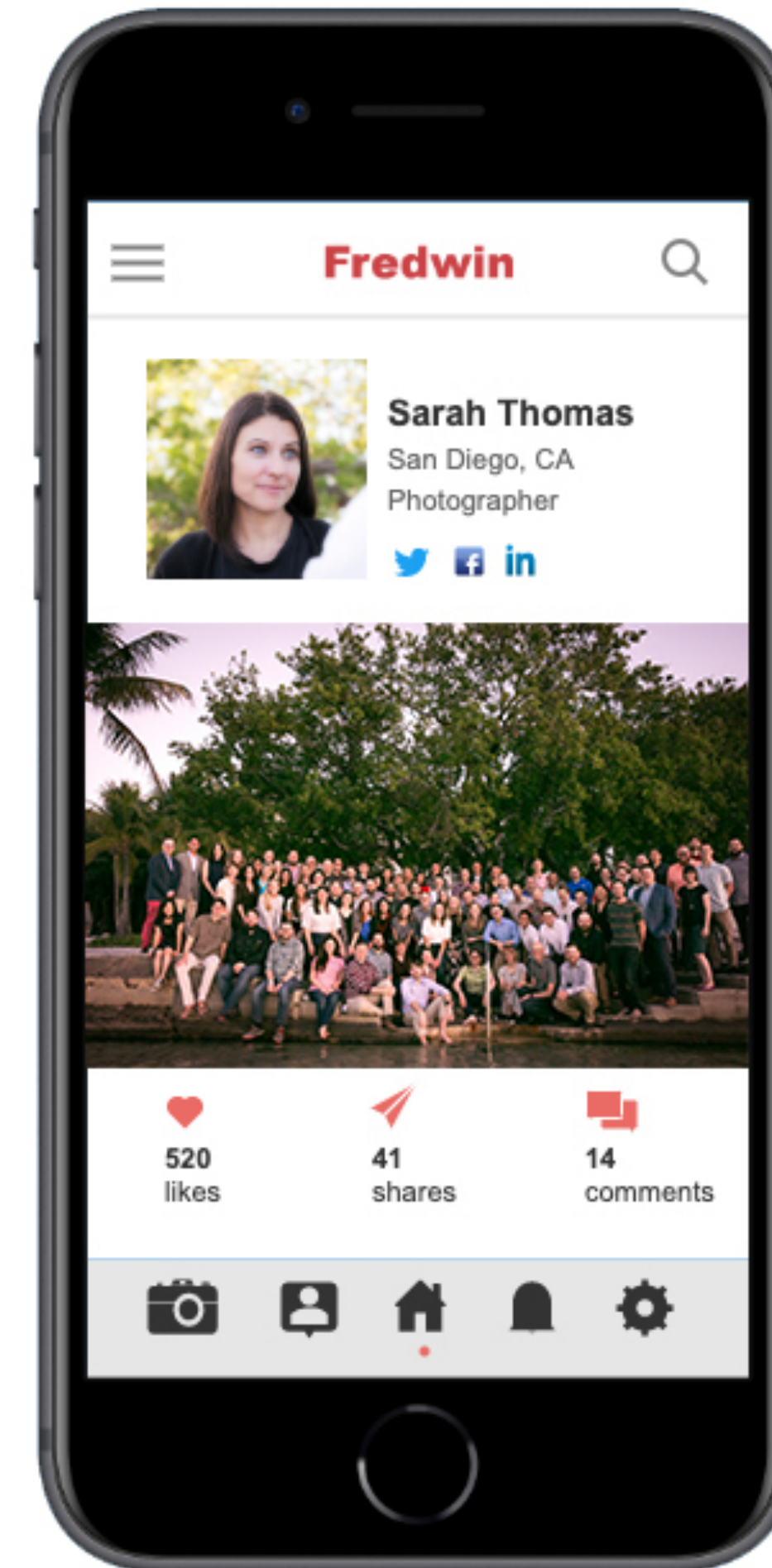
Wireframe



Mockup



Prototype



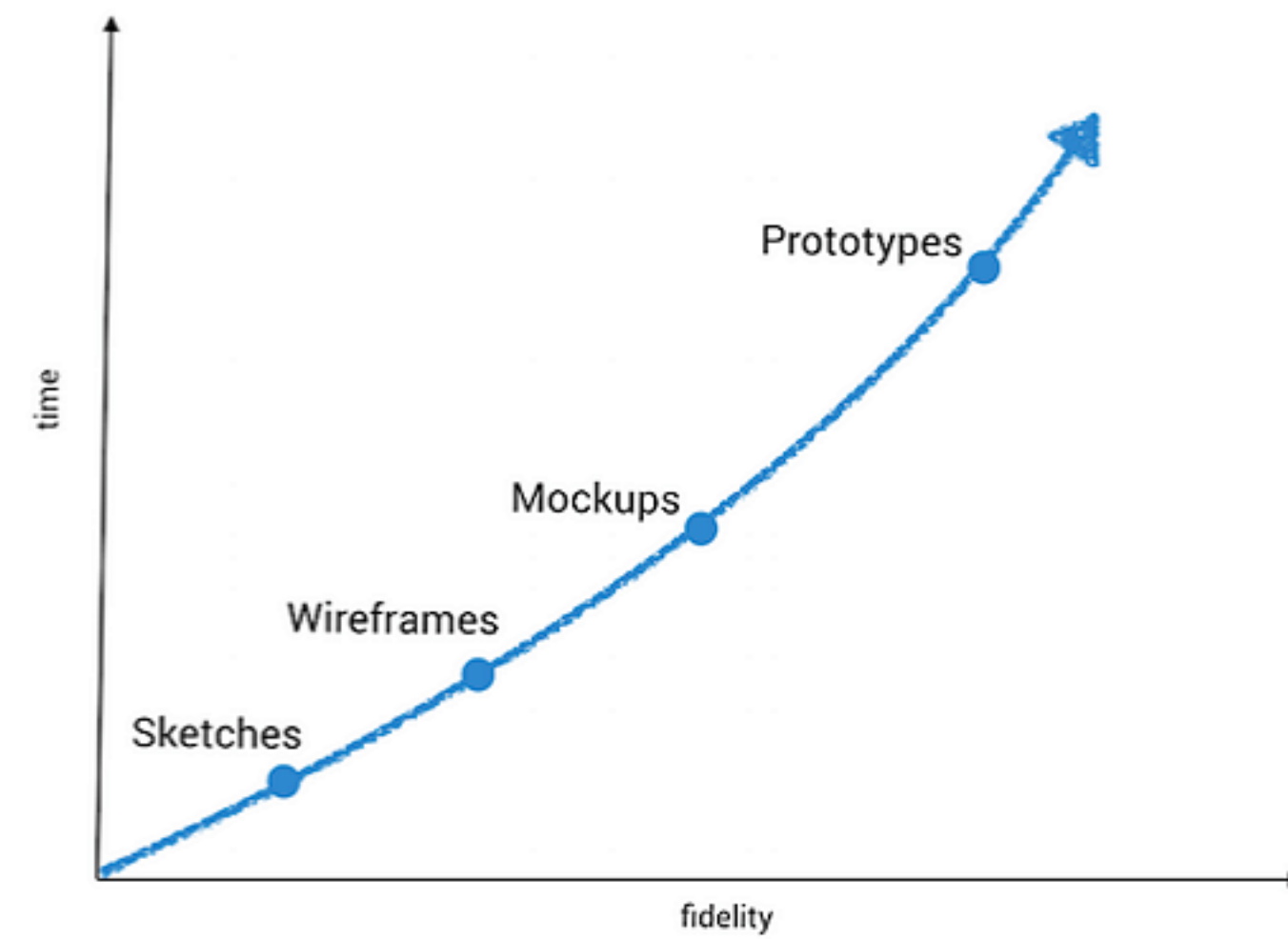
Wireframe vs. Mockup vs. Prototype

Wireframes are basic, black and white renderings that focus on what the new product or feature will do.

Mockups are static yet realistic renderings of what a product or feature will look like and how it will be used.

Prototypes are high-fidelity representations that demonstrate how a user will interact with the new product or feature.

Wireframe vs. Mockup vs. Prototype



Flowchart

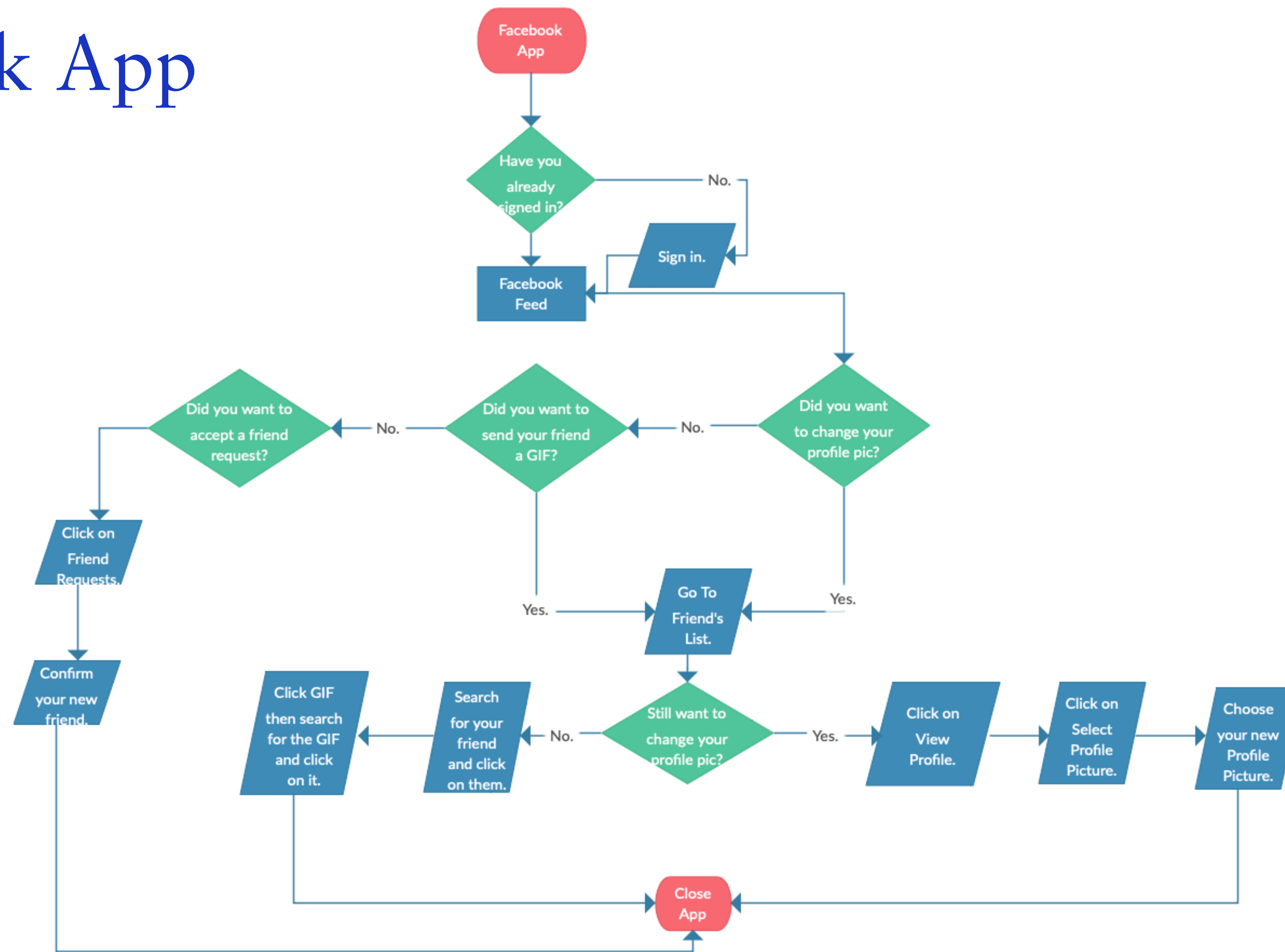
Flowcharts

A flowchart is a graphical representation of the logical steps of a process within an application.

With the flowchart all the ways the user can go are shown.

Flowcharts

Facebook App



Wireflows

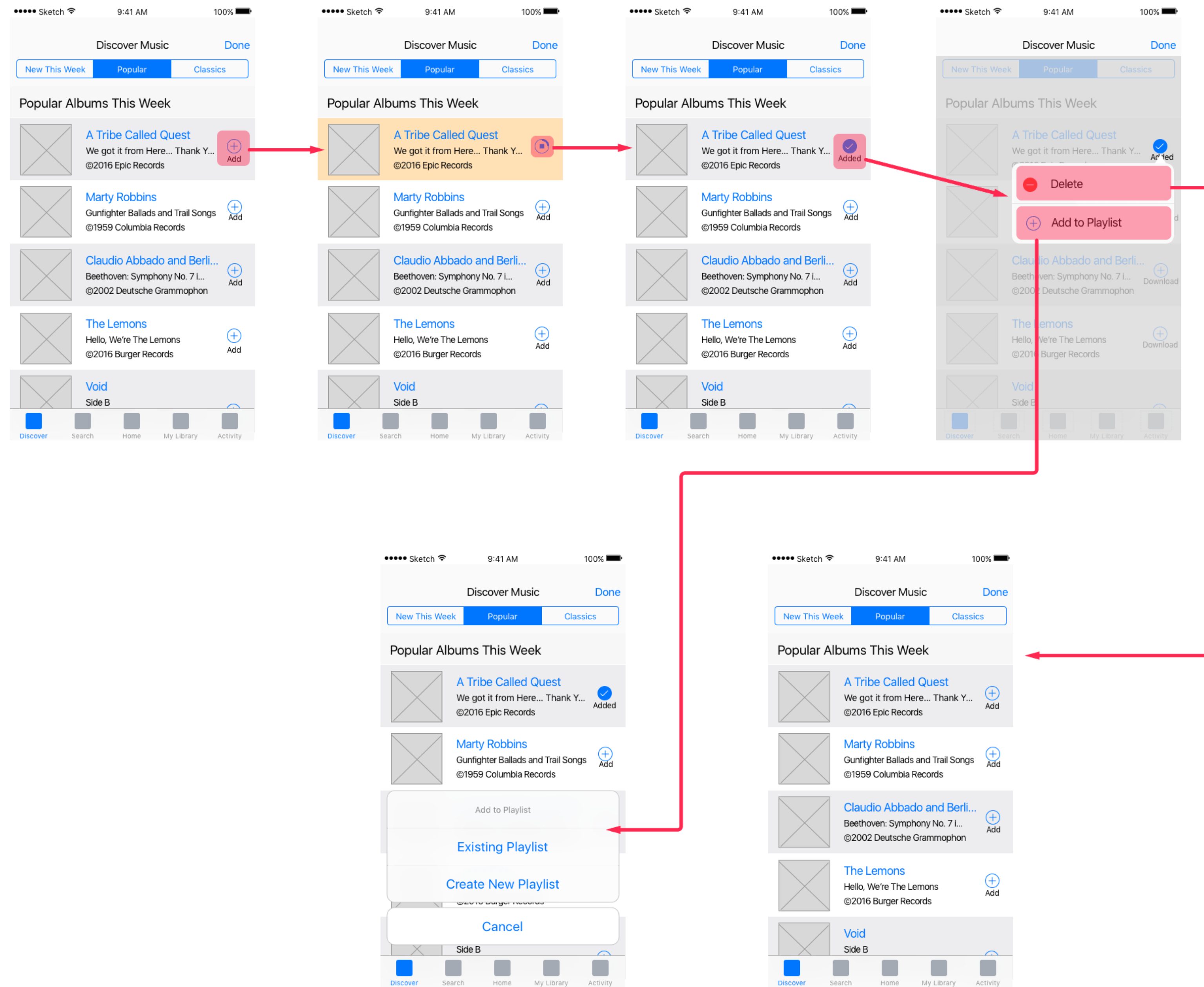
Wireflows

Wireflows are a combination of wireframes and flowcharts.

Wireflows are a design-specification format that combines wireframe-style page layout designs with a simplified flowchart-like way of representing interactions.

The classic use-case for wireflows is to document the process of a user working through a common task on the product (e.g. “send a direct message to someone in your network” on a social media app).

Wireflows



Fragen?